

JCL Planning
1 Golden Lane
BRIGHTON
BN1 2BN

Application Ref: **2007/3895/A**
Please ask for: **Kiran Chauhan**
Telephone: 020 7974 **5117**

26 September 2007

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
9-10 Southampton Place
121-125 High Holborn

3-9 & 11-13 Southampton Row
London
WC1V 6QA

Proposal:
Display of externally illuminated upright shroud advertisements on scaffolding in front of High Holborn and Southampton Row elevations.
Drawing Nos: Site Location Plan; 01 x List of Documents; Supporting Statement; Drawing No. JCL1; 2; MP1-MP5; JCL3; JCL4; JCL5; JCL6; JCL7; JCL8; Covering Letter dated 31/07/2007 Ref: JCL/406

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed advertisement by reason of its size, scale and method of illumination, would be unduly obtrusive in this prominent location, detrimental to the appearance of the building and the character and appearance of the Bloomsbury Conservation



Area, contrary to policies B1 'General design principles', B4b 'Advertisements and signs' and B7 'Conservation areas' of the London Borough of Camden Replacement Unitary Development Plan 2006, and supporting guidance within section 22 of the Camden Planning Guidance 2006.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613